



Salmon-Safe Goes Urban

The Pacific Northwest's favorite eco-label has its sights on corporations, colleges and homes. Could yours be next to wear the seal?

It's hard to miss the [Salmon-Safe](#) label if you live in Seattle. The eco-stamp of approval adorns a cornucopia of foodstuffs, including apples, wine, vegetables, herbs, berries, dairy and eggs. But soon, your workplace and even your home will be able to don the label as a sign of your commitment to preserving our region's water quality and endangered wild salmon population.



Salmon-Safe certification makes it easy to recognize landowners and farmers who protect Pacific Northwest waterways for our iconic fish. Founded by the Pacific Rivers Council in 1997, Salmon-Safe expanded into the Puget Sound region in 2005 with the help of [Stewardship Partners](#), a local outfit committed to helping landowners restore and preserve Washington's natural habitats. Since then, 42 Washington farms and vineyards have been certified Salmon-Safe, with 20 new Walla Walla vineyards and wine labels joining soon. Today Salmon-Safe is one of the most recognized eco-labels in our region, falling close behind national heavyweights like USDA Organic and Fair Trade Certified.

It's about more than fish: Salmon-Safe uses the health of salmon to indicate the general health of our bio-region. As Larry Nussbaum of Stewardship Partners notes, "Salmon are a critical part of our culture, environment and ecology. By focusing on salmon, we're also focusing on the quality of life in our area."

Now, thanks to funding from [Puget Sound Partnership](#), Stewardship Partners is teaming with the Network for Business Innovation and Sustainability ([NBIS](#)) to extend the Salmon-Safe label to urban landscapes. "Although

urban businesses may not be directly on water," NBIS's Mary Rose explains, "their participation is important. Stormwater runoff and the toxins that flow off impervious surfaces impact the health of the salmon, their habitat and their capability of spawning."

The initial focus is municipal parks and corporate and university campuses, with seven urban sites currently awaiting a fall assessment. These include the University of Washington's Bothell campus, the Washington Department of Ecology in Lacey, and the Port of Seattle's parks. And homeowners take heart: Guidelines for low-impact residential developments are also in the works.

Contact [Mary Rose](#) at NBIS for updates on how to get your business or home certified Salmon-Safe. In the meantime, stay wise on the food front and look for the Salmon-Safe label on Washington products like [Full Circle Farm](#) produce, [Wilcox eggs](#), [Novelty Hill](#) wines and [Bainbridge Island](#) wines.

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